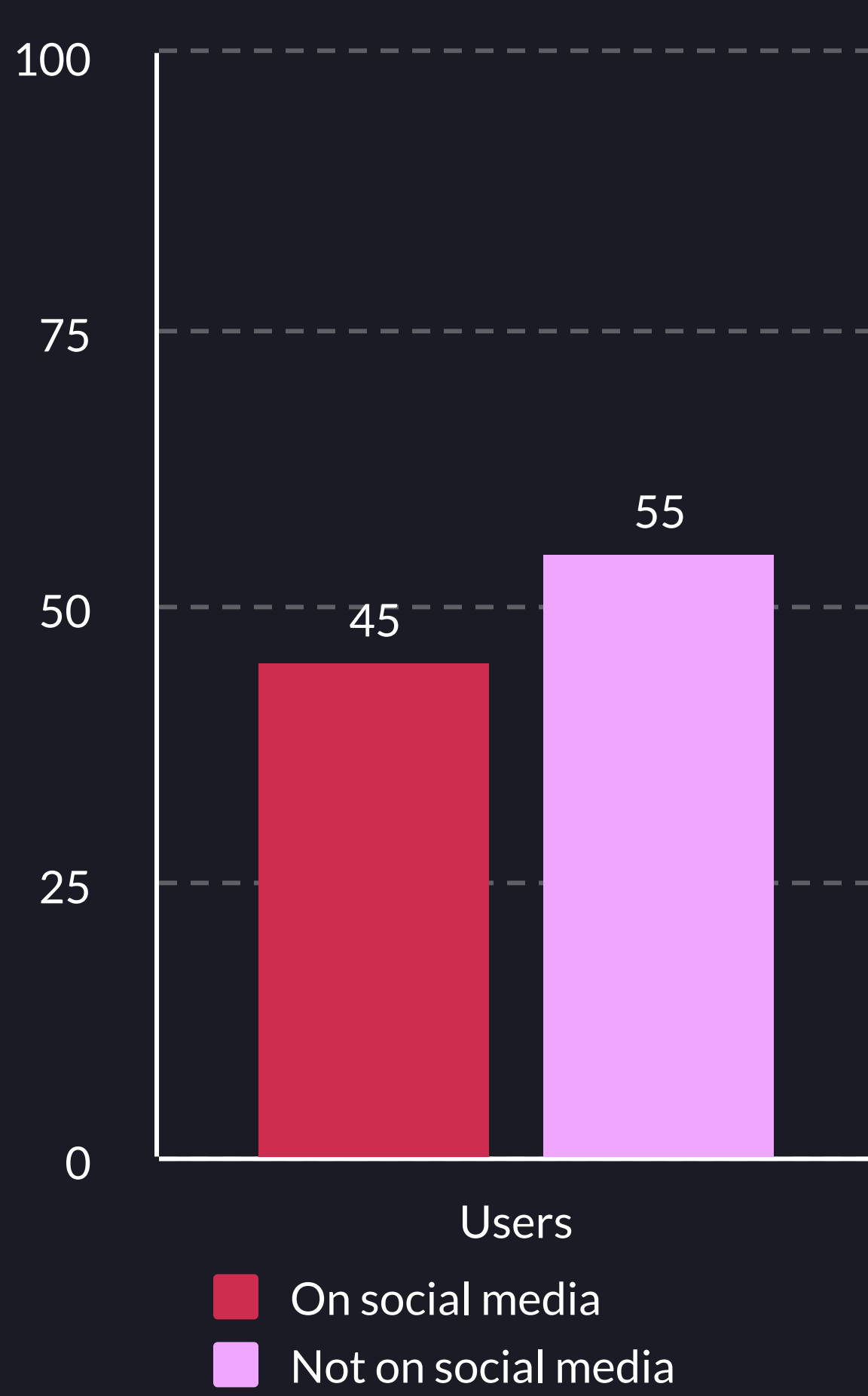


the importance of social media presence ... and how to maximize it

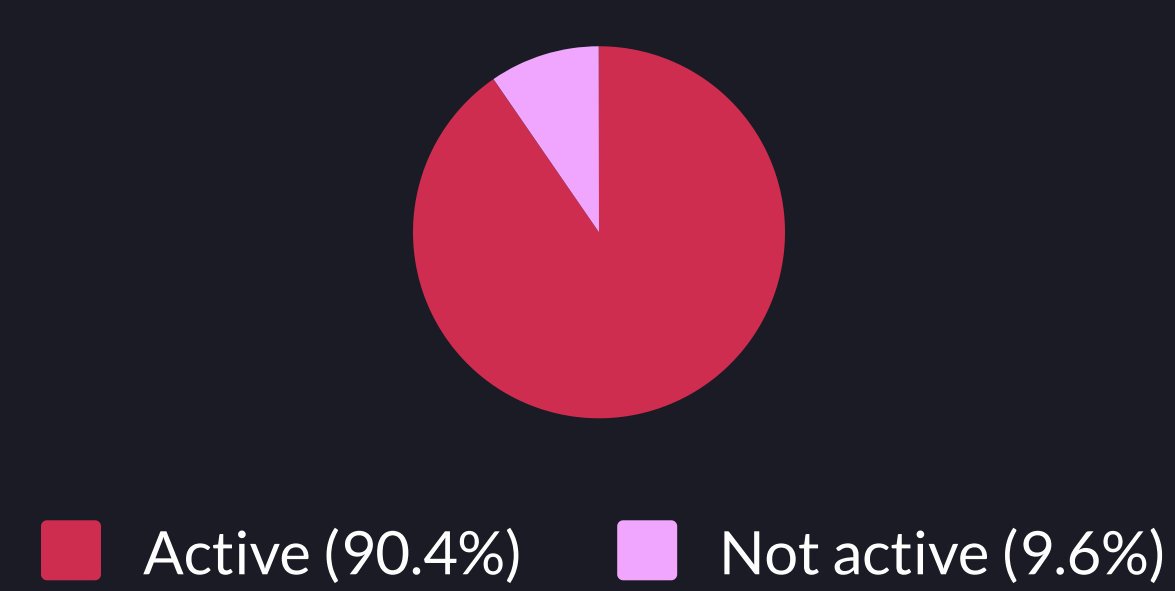
In today's digital age, if you are a brand or a company providing a product or a service, what is the chance that you don't have a presence on social media? Close to zero! So why is having an online presence so important? Let's take a look at some statistics...



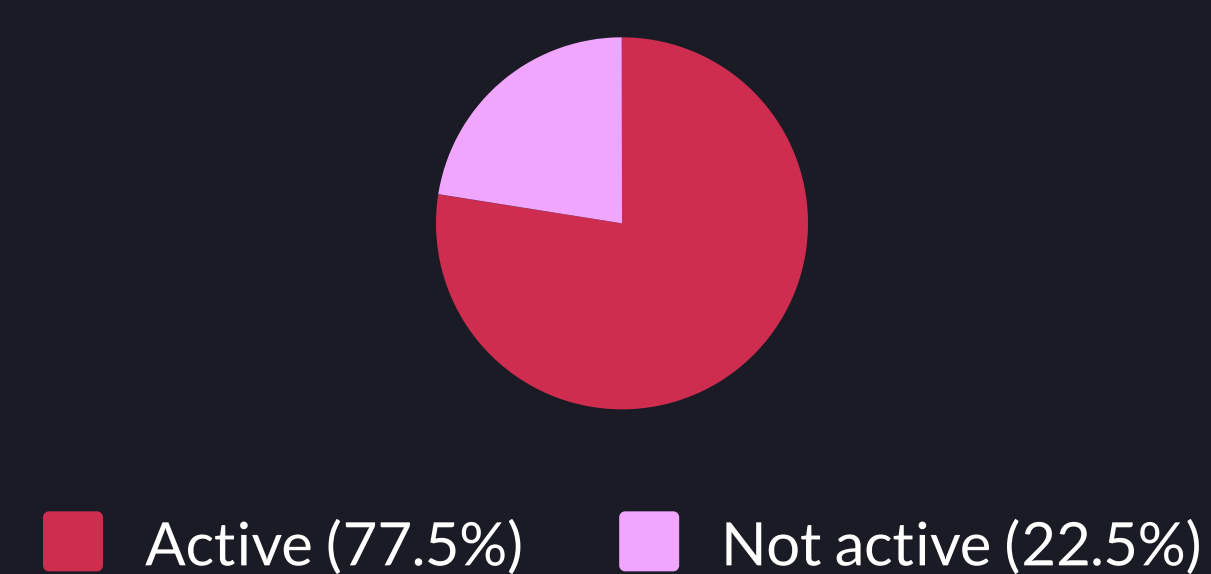
> 45%
of the world's population is on some form of social media. That is a staggering **3.5 BILLION PEOPLE!**

active social media users by generation

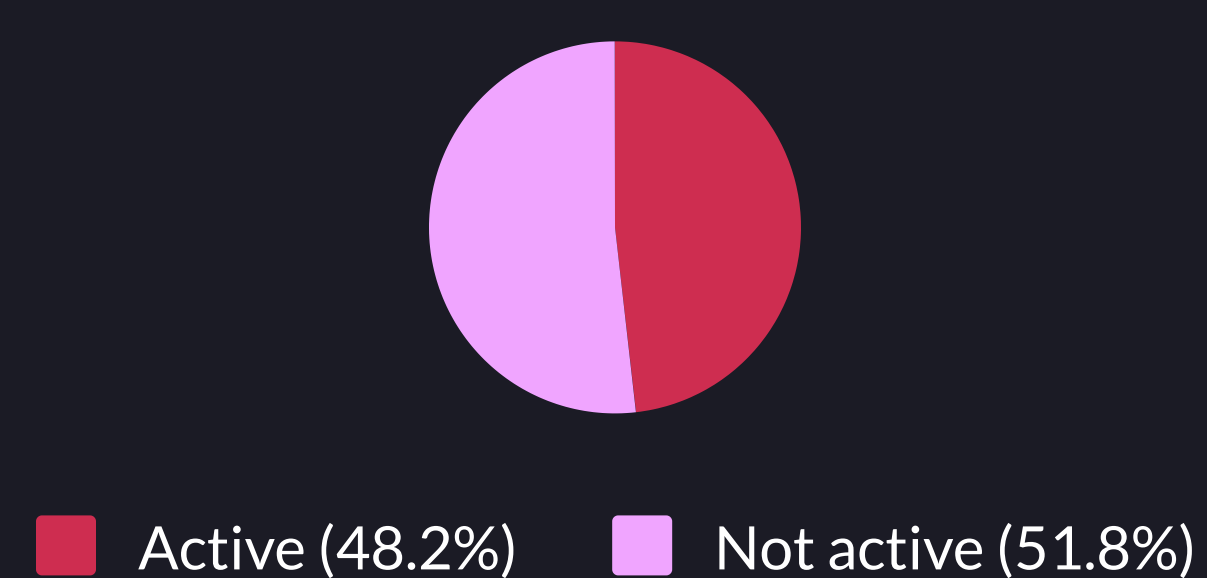
Millennials



Gen-Z



Baby boomers



social media through the eyes of businesses

73% of marketers believe that their efforts through social media marketing have been "somewhat effective" or "very effective" for their business. ([Buffer](#))

81% of businesses prefer video marketing on Facebook. ([Buffer](#))

social media through the eyes of consumers

71% consumers who have had a good social media service experience with a brand are more likely to recommend it to others. ([Ambassador](#))

50% of consumers say that seeing user-generated content would increase their chances of buying products through a brand's social media. ([Curalate](#))

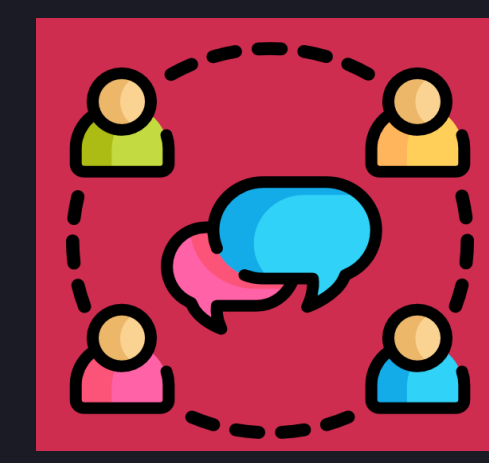
how to maximize your social media presence



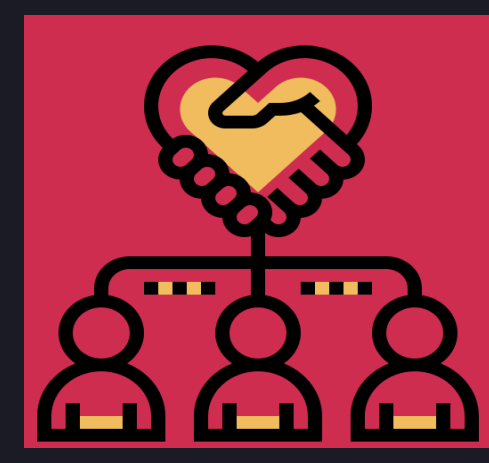
Set a realistic and clear goal about your strategies



Identify the audience and demographic you want to target



Be real, be personal. No 'bot-mode' when talking to followers



Try to build a solid relationship with followers



Follow and understand your competitors



Create interesting content that people can relate to



Understand analytics tools and use them

2 hrs 22 mins

The average time spent by a person on social media!

321 million

new people joined social media in the year 2019!

SOURCES:

<https://sproutsocial.com/insights/building-social-media-presence/>
<https://blog.hubspot.com/blog/tabid/6307/bid/23865/13-mind-bending-social-media-marketing-statistics.aspx>
 Icons made by "Freepik" from "https://www.flaticon.com/"
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